



Mass Production

Assembly line

Cheaper prices

Adopted for other products – clocks, radios

Pioneered by Henry Ford/Ford Motors

Saves time – one car every three minutes

Impact of WWI

Loaning money to Europe

Developing new raw material

Selling munition and supplies

Mechanisation and new technology

Electrification

16% with electricity in 1912 – 63% by 1927

Electric powered goods

Reliable method for powering factories

Credit/Hire Purchase

“Buy now, pay later!”

Instalments

50% of products paid for this way

Accessible

Advertising

Magazines and newspapers

Targeting women advertising domestic goods

Colourful with catchphrases

Cinema, radio

Celebrities

Protectionism

Isolationism

Tariffs

Limits foreign competition

Fordney-McCumber Tariff 1922

American products cheaper